

Historically Cool

Tools and Strategies



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Creating Cool: Linking Culture, Community and the Economy

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Historically Cool

Tools and Strategies



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Historically Cool

Tools and Strategies

- Overview
- Getting the Word Out
- Opportunities
- Historic Designation Process
- Rehabilitation Tax Credits



Why Historic Preservation?

- **Provides a Sense of Place,
Enhances our Quality of Life**
- **Preserved Buildings Contribute to the
Unique & Intrinsic Character of a Locale**
 - Helps us to define who we are
 - Instills pride in ourselves, our communities
 - Can use “The Past” to develop and reinforce our heritage





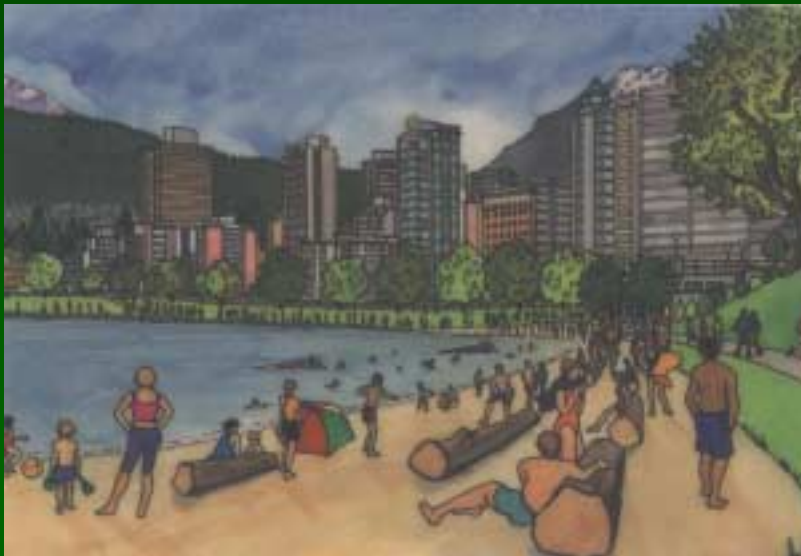
What's the Alternative?

GENERICA, AMERICA



Historic Preservation Alone is Not the Answer

Need to think Comprehensively when it comes to
“Creating Cool”



Historic Preservation makes Michigan a Better Place to Live, Work, Play and Visit

Not just in terms of Quality of Life
considerations but also Financially



Proven Economic Benefits

- **\$1.75 billion in Total Expenditures**

from Preservation Tax Credits, Historic Preservation Fund and MI Lighthouse Assistance through 2001

(\$820 million directly and \$933 million indirectly)

- **\$600 million in Household Earnings**

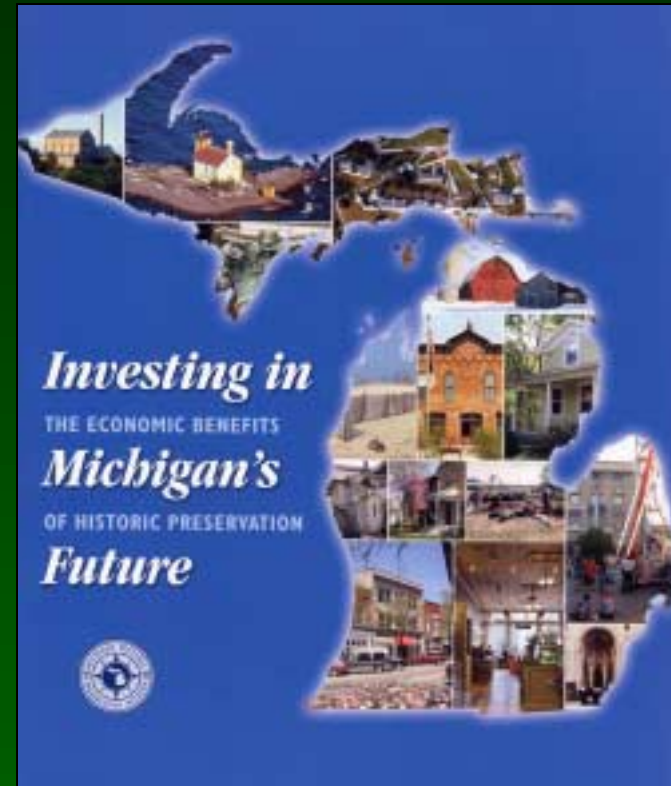
- **\$85 million in Tax Revenue**

- **20,000 Jobs**



Investing in Michigan's Future

The Economic Benefits of Historic Preservation



Prepared by Clarion Associates
For the Michigan Historic Preservation Network



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BOTTOM LINE

**Historic Preservation is a Significant
Economic Development Tool**



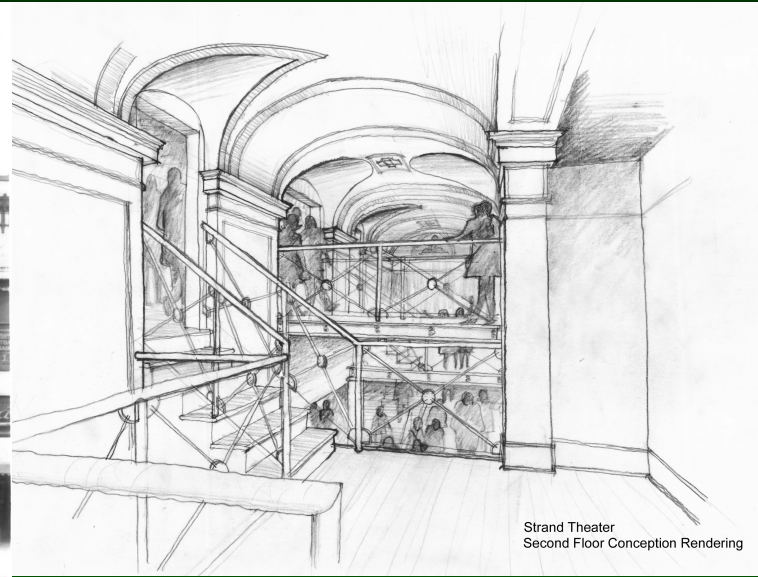


OPPORTUNITIES

NEED TO KNOW

- What You Have
- What You Want (and Don't Want)
- Where You're Going





KEY

Translating Ideas into Action

IMPLEMENTATION

Perseverance

Flexibility

Partnerships



STRETCHING RESOURCES

Engage in
Mutually Reinforcing Activities that
Satisfy Multiple Objectives

Be Creative, Negotiate

National Trust for Historic Preservation MAIN STREET PROGRAM

Preservation Based Downtown Revitalization / Economic Development



Comprehensive Four Point Approach

Organization - Design - Promotion - Economic Restructuring



Woodward
Avenue





Automobile National Heritage Area



Keweenaw National Historical Park



Sweetwater Trail

Consider Many Funding Sources

PUBLIC

- FHWA/MDOT
Transportation Enhancement
Funds, Scenic Byways Funds
- NPS/SHPO
Historic Preservation Fund
- Other Federal Appropriations
- Lighthouse Assistance
Program

PRIVATE / NP

- Foundations
- Corporations
- Individuals



**KNOW WHAT YOU HAVE,
UNDERSTAND THE POTENTIAL,
and GO FOR IT!**

